

What if a
FLAMINGO
could help you achieve...



Trade Promotion Effectiveness?



*Trade Promotion Effectiveness (TPE)
for Small to Medium Sized & Natural-Specialty
Consumer Packaged Goods Manufacturers
in North America*

Does Your Business Situation Look Like This?

- Deductions / Manufacturer charge backs (MCB's) are a major challenge.
- You're not sure how much you are spending at each distributor.
- Trade promotions are a surprise – not what you were expecting!
- You and your broker partners aren't working off exactly the same numbers.
- Your spending may not be addressing your business objectives and overall company strategy. (Do you have these in place?)

Then, When You Think About it...

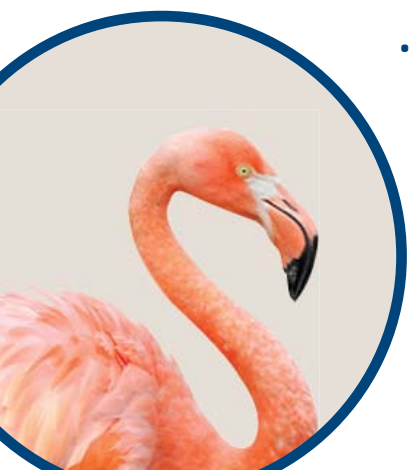
- You see a trade system as too expensive?
- You believe it takes too long to set up?
- You think it is too complex for your sales team and brokers?
- You feel Excel is fine? (It wasn't built for this level of complexity, but it's familiar.)



The Reality is **You Need Assistance...**
Today More Than You Ever Will!

...and with **Adesso Flamingo TPM:**

- It is extremely affordable. (Pricing based on your company size)
- It can be set up in as little as a couple of weeks.
- It is intuitive & easy to use.
- It grows as your business grows.
- It seamlessly connects to QuickBooks.



Here's How Adesso Flamingo TPM Can Help!

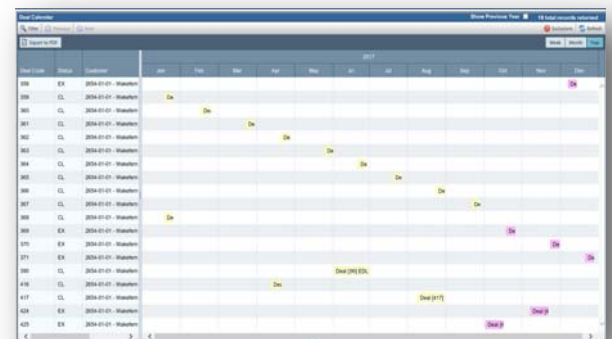


- Adesso is 100% focused on small and mid-sized consumer packaged goods (CPG) manufacturers in North America.
- This enables our client-partners achieve the same trade promotion effectiveness objectives as many large competitors.
- We've combined deep industry experience with leading edge software, services that enhance the effectiveness of the system and train your people, as well as an active community of client-partners.

Flamingo TPM Dashboard



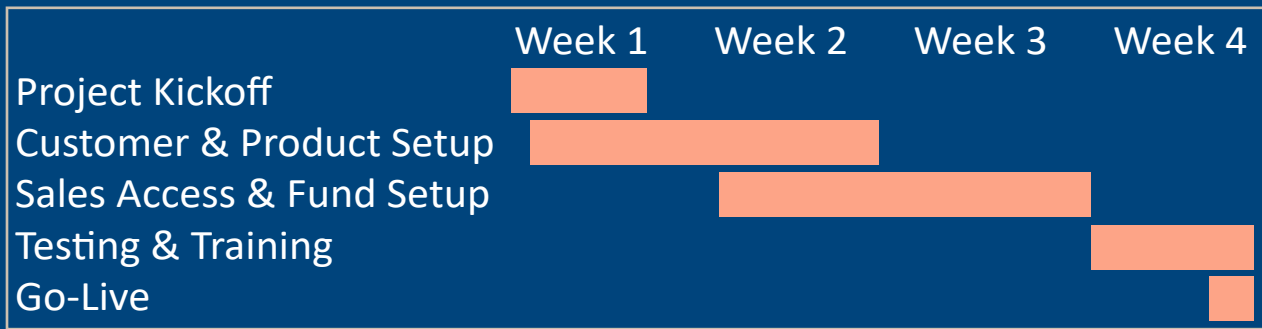
Flamingo TPM Promotion Calendar



What are Your Immediate Benefits?

- **Improved effectiveness & efficiency** of your trade planning, reconciliation, and Deduction/MCB management, to ensure your spending addresses your business objectives and overall company strategy.
- **Real-time dashboard & reporting**, so you always know where your trade dollars are spent.
- **Accountability** with one system that is intuitive and easy to use, for Region Managers and broker partners to enter and view plans with approval levels, contracts associated with each deal, and alerts for items that require attention.
- **A quick setup process**, with minimal IT needed on your end, and even a unique QuickBooks interface that creates additional time-savings.
- **An affordable solution** specifically suitable for the natural-specialty industry, and a system that grows with your business growth.
- **Access to an experienced TPE team & services** that enhance the software through effective usage, and include initial and ongoing training for your internal team and broker partners, which ensures your team will use of the system optimally, resulting in more accurate data.

Timeline... How Fast Can You Address This?



A Sampling of Our Natural & Small-Midsize Clients:



So, is it worth spending an hour with us to learn more?

Join us for an educational webinar, or a high level webinar 'demo'.

Are you ready to find out if we're a good fit for each other?

Why not request a 15 minute introductory call?

Or, attend an upcoming educational seminar in your area.

AdessoSolutions.com/LetsMeet

"Adesso is focused on North America through trade effectiveness and best practice sharing in addition to software. They have deep industry expertise and knowledge of the North American market."

Adesso offers a complete TPM solution that is a good value for the money. It is intuitive and easy to use."

Dale Hagemeyer
Partner and Analyst



"The implementation and training got us up to speed quickly, with the Adesso team being deeply involved throughout the process."

Additionally, with limited internal staff, we are finding the Outsourced System Administration service very effective; having an expert to help our team minimize administration duties, which allows us to focus on selling."

Tim Curtis
Corporate Controller



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